

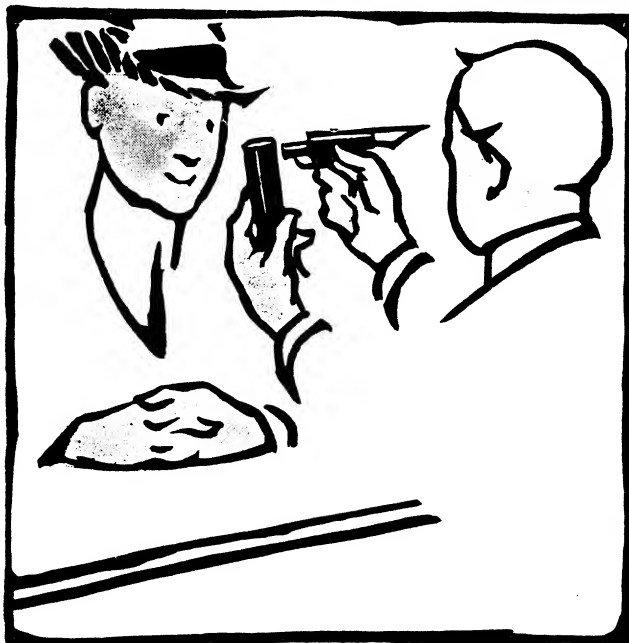
March 1912



SIDE TALKS

*The Easiest Way
in the World to
sell a
Fountain Pen*

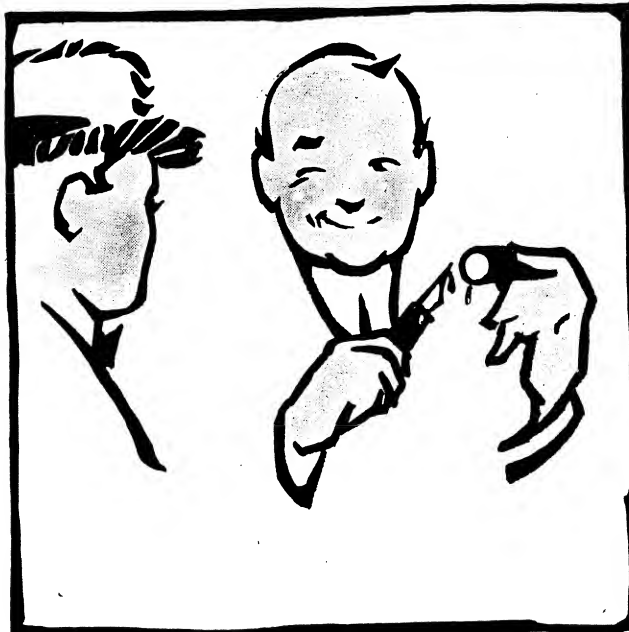




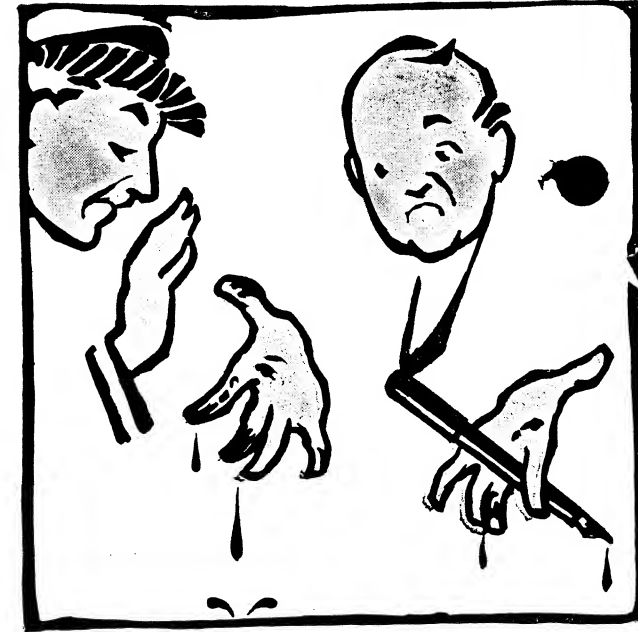
1. "This is the feed tube of an ordinary fountain pen. It's straight, and has ink in it, even though pen has been standing upright."



2. "Screw pen together again and put it in your pocket. Now your pocket is warm. That makes the air that is in the pen barrel expand."



3. "After the pen has been in your pocket awhile and gotten warmed up, take the cap off" —
Diagram of an ordinary fountain pen. See how ink in the feed tube is pushed out by expanding air, to smear your fingers when you remove cap to write.



4. —"and you'll find that the expanding air has pushed ink out around pen point, all over the end of the pen. RESULT: ink smeared fingers."

Life is a Tragedy or a Comedy Just as you look at it

Life is whatever you make it. So is the fountain pen business. You can make life a failure or a success. And you can make the retail fountain pen business a failure or a success.

The retail fountain pen business has got to be made. It won't make itself.

People buy food every day in the year—they buy it three times a day. A retail grocery business or a retail butcher shop has got a steady natural demand because of gaunt hunger, which gnaws at the stomach.

But there is no internal "gnawing" and for fountain pens, and unless the dealer gets on the job he won't have any fountain pen business. The demand, so called, is there all right, but in many cases it's latent, or sleeping and, figuratively speaking, you must make a noise to wake it up.

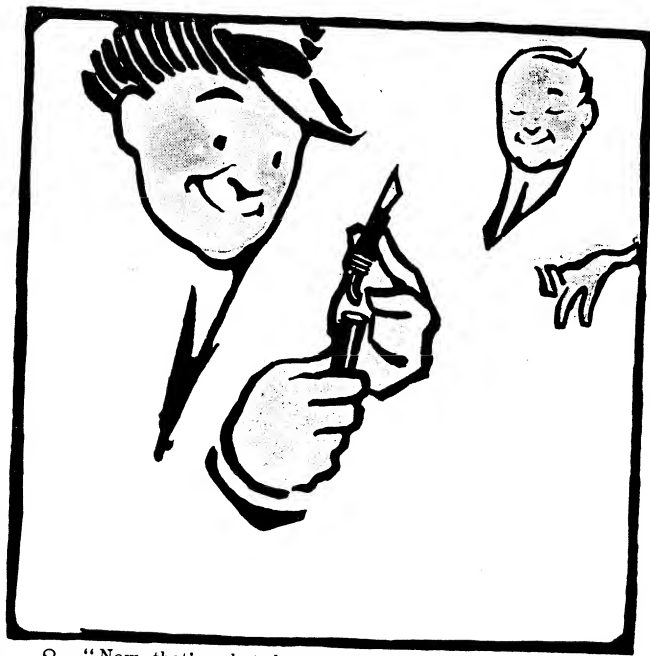
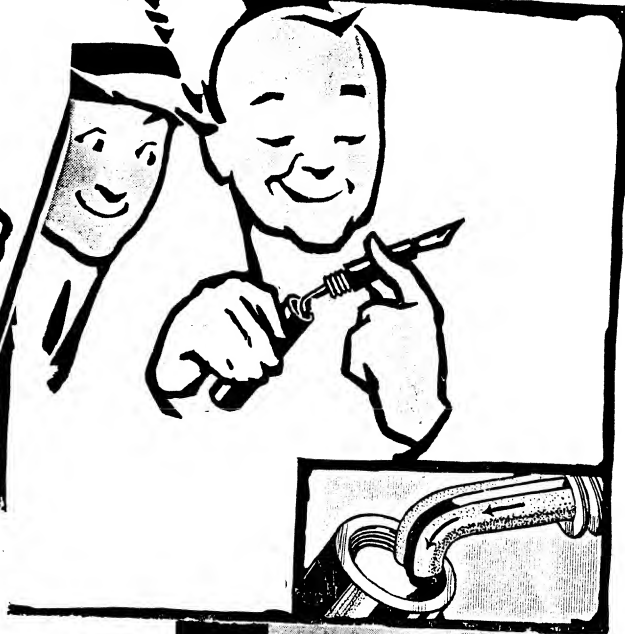
What is the Easiest Thing in the World?

The easiest thing in the world is to sell a Parker Fountain Pen if the dealer and his clerks

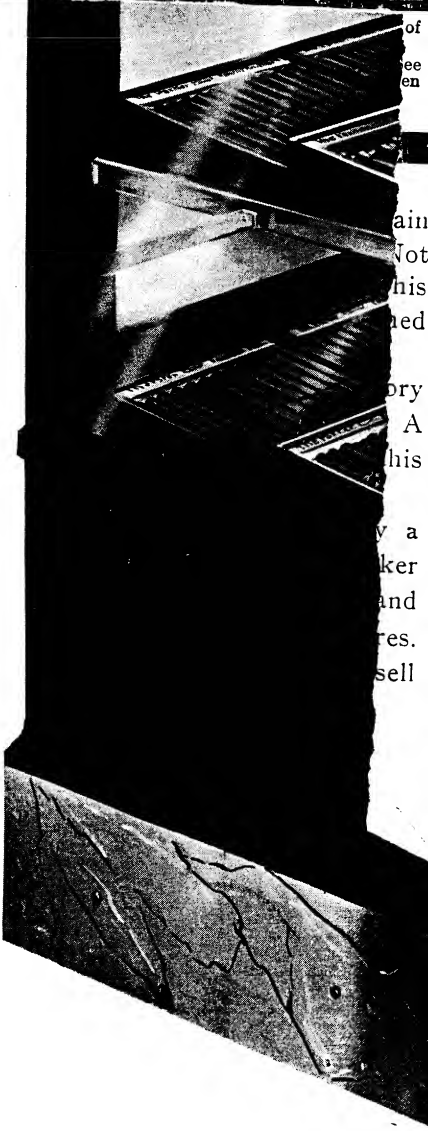


Now look at the Parker feed tube. It's curved—the 'Lucky Curve'—touching inside of barrel when pen is screwed together. And see—there's no ink in it!

6. "We'll put some ink into this Parker 'Lucky Curve' feed tube with an ink dropper"



8. "Now that's what happens every time you put the Parker Pen in your pocket after writing. RESULT: No ink smeared fingers. You just try it yourself."



Just show how the ink scoots up in an ordinary fountain pen, and scoots out around the writing end of the pen so as to smear the fingers. Then just show how the ink scoots down in a Parker pen. The customer will scoot down in his pocket and scoot up with the cash quick.

Now, really, can you think of anything easier in this world than to sell a man a Parker fountain pen, if you just know the Parker story and the Parker Test?

Here is 34 Per Cent on Your Money

If you went into a hat store to buy a hat, and the hatter had only a half dozen hats, what would you do? Exit 1.

Made to Hold 18, 24, 30 and 36 Dozen.

This combination presents drawing power from a sales standpoint that is little short of phenomenal.

Smaller Counter Cases with 2, 3, 4, 6, 8 and 12 dozen PARKER Pens on approximately 1/2 in. Taper

If you went into a haberdashery to buy a necktie and the haberdasher had only a half dozen neckties, what would you do? Exit 1, 2.

If you went into a clothing store to buy an overcoat and the clothier had only six different sizes or styles of overcoats, what wouldst thou do? Exit 1, 2, 3.

If you went into a store to buy a fountain pen and the fountain pen man had only six fountain pens, what would you do? Exit to the store which keeps three and a half gross of different sizes and styles to select from, and keeps them in a beautiful floor case of plate glass, where they look Tiffanyesque and please you to death.

Oh, yes, you can sell some kinds of goods from a small stock, but not goods which must please the taste of the consumer.

Human tastes are as different as the weather. If it were not so, the restaurant man would not have to put one million different dishes on his menu.

The taste for different styles of fountain pens is just as vastly diversified as the taste for food, and like the restaurant man, you've got to have a multiplicity of stock to please the labyrinth of taste of the consumer.

It really astonishes me at times to think that so few dealers realize the necessity of keeping large assortments of fountain pens.

I should think that the dealers all over the country would be telegraphing constantly for big stocks of pens. It is a money-making proposition.

For example, take the two gross floor case proposition. Suppose a real good real estate man should come to you and say, "Billy, I have something good to offer you in the way of real estate. I have a piece of property that will pay you 10% per annum."

Guess you would pick up your ears at this for 10% real estate investments are not as plentiful as zero days have been in Wisconsin this winter.

Now, here is a proposition the Parker Pen Company will offer you that is not only as good as the real estate investment, but better.

How to Prove That a Fountain Pen Won't Leak



UNSCREW the pen before you buy it. Look at the feed tube. If it's straight or blunt—just shy off, and politely excuse yourself out of the store.

But if it's curved, like the Parker Feed Tube, it will not leak. This is why:

In an ordinary fountain pen, ink always stays in the feed tube, even when pen is point up. It doesn't like to run down.

When the body heats the air in the pen, the air expands, and forces up through the inky feed tube. It forces the ink there out under the pen point, splattering the writing end of pen and smearing your fingers when you remove cap.

Now the Parker Lucky Curve Feed Tube touches the barrel, inside. That touch causes Capillary Attraction, which sucks the ink down before the expanding air goes up. Capillary Attraction, by the way, is that queer trait in physics which makes lamp wicks suck oil, etc.

14-k gold pens, with points of polished Iridium, make Parker Pens write smooth and easy. Parker Spear Head Ink Controller keeps the ink flowing evenly, without blot or skip.

Standard style Parker Lucky Curve Pens \$1.50 to \$250.00 according to size and ornamentation.

New Parker Jack Knife Safety Pen cannot leak if it tries. You can carry it upside down, if you wish. Also pen knife size for ladies. Prices \$2.50 up.

PARKER

LUCKY CURVE

FOUNTAIN PEN

New Parker Disappearing Clip

holds onto your pocket like a snapping turtle, and disappears into its shell when you want to write.

Money refunded if any Parker Pen doesn't please. We protect dealer. If your dealer doesn't keep Parkers, send us his name. We'll send you complete catalog and sell to you direct.

Get a leakless Parker Pen into your pocket before tonight.



Parker Pen Company, 50 Mill Street
Janesville, Wisconsin

New York Retail Store
11 Park Row Opposite Post Office

This is one of our new magazine ads.
It appears in the March periodicals

Take the two gross floor case is but 288 pens. Not very many surely when you take into consideration the population of the city and the territory contiguous, and all of transient trade which is constantly dropping in your store and which is a big factor in itself in the pen business.

Now, let us suppose that you sold but three pens a month, averaging \$2.50 each. This would total the sum of \$90.00 for one year, less 40 and 10% would give you a return of \$41.40 or 8.6 per cent on your investment.

Suppose your sales were six pens per month averaging \$2.50 each. This would pay you the modest sum of \$82.80 or 17 per cent.

But suppose you sold on an average of 12 pens per month—an average of one pen every two and one-half days. The return on your investment in this case would make your real estate investment look so sick we are almost ashamed to tell you how much it really is for fear everybody will want these beautiful and profit bringing assortments—but the percentage you would realize in this last named is 34%.



—“and you'll find that the expanding air has pushed ink out around pen point, all over the end of the pen. RESULT: ink smeared fingers.”

Don't forget to order our regular Fountain Pen Ink, Retail at 25c. the bottle. Handsome Col

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What is the Easiest Thing in the World?

How would you like to have this beautiful Floor Case in your store? By so doing you would be in a class of winners. Beautiful Plate Glass mahogany or natural oak finish, marble base, all fine enough so any one seeing the line of PARKER Pens displayed will sit up and take notice.



Made to Hold 18, 24, 30 and 36 Dozen.

This combination presents drawing power from a sales standpoint that is little short of phenomenal.

Smaller Counter Cases with 2, 3, 4, 6, 8 and 12 dozen PARKER Pens on proportionately Easy Terms.

The man who gives up a task and says it can't be done by the easy, pleasant way he is in the habit of working, carries little weight. The man who has had no hard knocks in life, does not think very deeply and in times of great responsibility, he would not be counted upon as a large asset.

The man who has suffered, who has had losses, has faced adversity and yet came through it all with grim determination of making good, of using each defeat, each loss, as a stepping stone to lift him up, has in him the stuff of which gods are made.

Energize on a Higher Level

Professor James, the great psychologist, once wrote an article on "Energizing on higher planes," and showed pretty conclusively that men habitually use only a small part of the powers which they actually possess. He cites as an example the tired hunter who after a long and unsuccessful tramp wearily dragging himself along, hardly able to move, when sh! Stop! He hears a sound. A twig snaps and almost within a step stands a great big magnificent deer. Off goes the deer. Bang goes the gun. Deer wounded, but still going. Man running like a whirlwind. Tired? Hungry? No! All forgotten. "Energized on another plane" and capable of continuing on almost indefinitely and will until the quarry is captured or lost.

How easy it is to let things slip by, because we are careless or tired, so much so perhaps that our drowsed senses fail to hear the snapping twigs that might lead to great opportunities and that might be the turning point in a life time.

There is virtually no limit to your power—to your energy. One determined man is worth an army of loafers.

What's the difference between the determined man and the loafer?

One is a live wire while the other is a dead one. A successful clerk—a successful merchant, are the live wires who are constantly learning to "Energize on higher planes," and the failures along life's pathway are the dead ones.

Facts

After all, each man has more to do with the "good times" or "bad times," than is commonly thought. The merchant who is continually gloomy, and never fails whenever opportunity presents, to tell how dull trade is, usually succeeds in making it so, and in driving a possible customer to a competitor by his very air of gloom. Do you suppose the engineer who would not use more steam to make the ascent in going up the Rocky Mountains than he would use on a level track, would ever reach the summit? He will not be a bit more successful than the merchant who expects the same degree of success in dull times, that he does when sales are easily made, unless, he works harder, employs different methods, and adapts himself to the new conditions. Hard times are only a signal for the wide awake, far seeing business man, to use more energy, to treat his customers better and watch their interests more closely. Make it a point before ordering some Parker Fountain Pens to think

of some possible customer, to whom you think you might sell a pen. Select a pen that you think would just suit him. When the goods arrive, say to him on first occasion: "Doctor" or "Charlie," as the case may be; "When ordering some of the 'Lucky Curve' Parker Fountain Pens a few days ago, I ordered one especially for you, and I want you to drop in the store and try it." Now do you think Doctor or Charlie would fail to appreciate a little mark of courtesy like that? Not a bit of it. He would secretly be pleased with your thoughtfulness and attention, and 95 cases out of a hundred he would use the pen a few days, then buy it. Before long he would bring a friend or two to you and say: "Mr. Jones has been trying my Parker Pen and wants to get one just like it." These kinds of methods always bring success. Hard work in the right direction, coupled with good judgment, comprise so-called "luck."

It's Meant for You

We have so many good business friends whom it has been our pleasure to serve in the past, and with whom we expect to do business again, that, unless we hear from them about every so often, we cannot but feel a little lonesome, and wonder if in the rush of every day business they have not overlooked the fact that their stock of the "Lucky Curve" Parker Fountain is so low as to cause them to miss

a possible sale. For this reason we like to mail you Side Talks as a reminder, and renew old acquaintanceship. If you want to see how much stir and attention you can command, just write out an order, and from the man who opens the mail, to the smiling young lady who makes out the invoices, it has the best attention of every one who has the handling of it, until it is safely deposited at your very door.

More to Follow

Who was it that said "God must have loved the poor people because he made so many of them?"

Why is it that so many merchants gauge their style of doing business by what has been common custom. This custom which you are following may have originated when conditions were as different from what they are to day as Chicago is far from Duluth.

When the hunter is in a country where game abounds, it's time to get busy.

Where a dealer is living in a community where only a very small per cent of his customers are using Parker Pens, and a new crop of babies being born each year, and those that were born a few years before, just getting into the class that need fountain pens, has as the Scotchman said "Grand opportunities."

No dealer, unless he has gone to seed, or has become non compos mentus need ever consistently complain about his fountain pen trade being dull when he has it within his power to make it live, thrifty and flourishing.

Why?

Because if he will make the conditions right, he will draw business over the counter in a way that will be most pleasing.

He must realize that he is in a new cycle of pen selling, and that the plan of twenty years ago is no longer the kind that 1912 successes.

The dealer with the goods is the one who sells them. He can't sell them unless he has them.

So it's good policy and AA 11 business to nourish the thing that brings the result—the Big Case Assortment.

as a matter of fact, the above are not correct, for they are upon the dealer paying for the ads in advance. No such terms are acted. But on the contrary, the unprecedented plan of paying for the bill equal monthly payments for twelve months; for one of the floor case assortments.

Is there any longer a good reason to hesitate about making such a transaction?

As a matter of fact, however, our records show the history of these floor cases, that the stock turns over **once or more in a year.**

Yes, indeed, it is an eye opener. You have been sleeping on a gold mine for years and didn't know it. If you have been making the mistake all these years of not having such an assortment of pens such as the public would say "the finest showing in the city or this part of the state"—correct it.

Josh Billings used to say he never blamed a man for making a mistake but he did blame him if he made the same mistake twice.

Better think it over real seriously. See whether or not if Josh was living he would think you were open to censure after you had been shown where the nuggets were and did not annex them.

Never Such Advertising as for 1912

It has been our policy heretofore to ease up on advertising during the early winter, spring and summer, and go in heavy only in the fall.

For 1912, we have changed this all around. We are going to run steadily clear through the year. We have figured out a new scheme by which we can tell our story in slightly smaller spaces, and scatter it out in such a large variety of publications that it will reach the whole American public.

The circulation of our advertisements for 1912 will run into something like **60,000,000 readers.**

We display herewith the new style of copy which we are going to use, which we believe you will agree with us is the greatest fountain pen advertising that has ever been written.

There isn't any doubt but what Parker Pens will outsell this year all previous records. People can't continually see this skeleton fountain pen showing the "Lucky Curve" without stopping to find out what it is all about.

Get in the orders early, and let's make it the biggest fountain year that either of us have ever had. Let's don't wait until fall to sell fountain pens in 1912. Let's sell them for the **whole twelve months** of the year.

We are going to advertise steadily every month in the year, and there's no reason why there shouldn't be a demand for fountain pens in every month—especially so, if you furnish the ginger on the retail end of it.

EACH man's mental being is directly connected with the greatest power in the universe — Diety. Do you use it? Thinking success thoughts build **FORCE CELLS.** Thereby makes the weak man **STRONG,** and the strong man **STRONGER.** Each man has an avenue of approach. In some it is so obscure only the most skillful salesman can find it. The most difficult thing in life is to know yourself. When you do, you can read your neighbor.

What Is Good Salesmanship?

It is, in a measure, ability to discern what is passing in the customer's mind: To create, then cultivate that desire thus created to possess something the dealer has to sell. Any dealer, or salesman, is seriously handicapped, or chained down, who is thinking unkind thoughts, or who is not thoroughly in love with **HIS** business.

Among intelligent people, it is no longer doubted that a thought is something just as real as a chair, a piece of money, or any other thing one can see. One can think and send out thoughts that attract the customer, or thoughts that repel. You do not have to stop long to think of a certain store where the very atmosphere seems to be charged with welcome and good cheer, where your wants,

large or small, are attended to, your trade appreciated, and invited to come again. This is the result of right thinking, good judgment and satisfactory treatment. The man who repels you by his thoughts is also in business—usually only for a short time, for he is his own agent of destruction. He charges the atmosphere of his store with a negative influence. You do not know what it is, but you buy of him only what you can't get anywhere else in town. Realizing all this, is it not a wonder that so many make a success?

Right thinking, hard and effective thinking, the "do unto others as you would like to be done by" thinking, is the kind that pays in daily satisfaction, as well as dollars.

Down in Their Hearts

There is no man or woman too old or too young who does not appreciate, down in their hearts, little courtesies and attentions in a nice way. Just a word here and a smile there may be the turning point that will influence a sale. Suppose you were to say, "Mr. Parker advertises that he is making a pen to suit **YOU.** I believe we have that pen in

stock. Anyway, I have one laid out for you which I wish you would try. It may be after you found out what a lot of comfort and pleasure was to be had from this, you would like to keep it."

Now, don't you think this kind of treatment would count? It will, and does. Just try it.

IDEAS.

Some men's heads are so full of them they cannot project one.

Ideas to do any good **MUST BE** projected.

A man who has a few good ideas and can **PROJECT** them so they will reach the other fellow is a

SALESMAN.

He who ceases to become a **BETTER** salesman, becomes a poorer one.

The land of success is reached only when you have trained your faculties to their greatest usefulness.

HAPPINESS

"Talk happiness: the world is sad enough without your woes. No path is wholly rough;

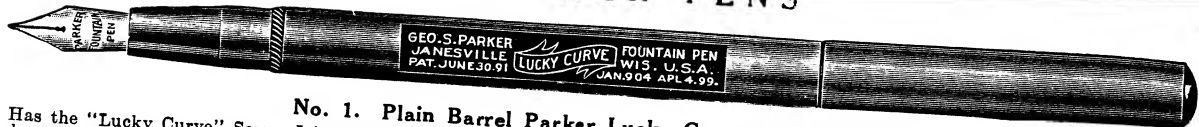
Look for the places that are smooth and clear,

And speak of these to rest the weary ear

Of earth, so hurt by one continuous strain.

Of human discontent and grief and pain.

TALK HAPPINESS!"



No. 1. Plain Barrel Parker Lucky Curve. Price \$1.50.
A neat little pen. Has the "Lucky Curve" Screw Joint. Either over or under feed. A very good pen and warranted. It is the lowest in price of any Parker "Lucky Curve" made. Black or mottled barrel.



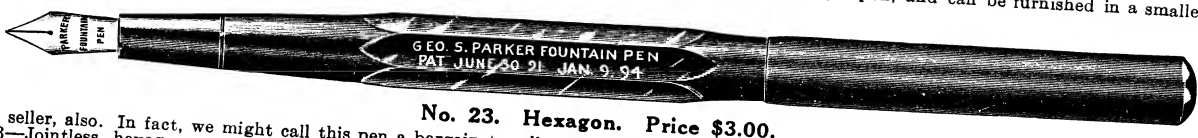
No. 18. Price \$2.00. Screw Joint.
Has the famous "Lucky Curve" and the "Anti-Break" Cap and Ink Controller. It has the "Lucky Curve" and the "Anti-Break" Cap fully warranted. Black or mottled rubber or fancy chased barrel. If you prefer a pen with a screw joint, here it is. No. 018—Jointless, same size and price as No. 18.



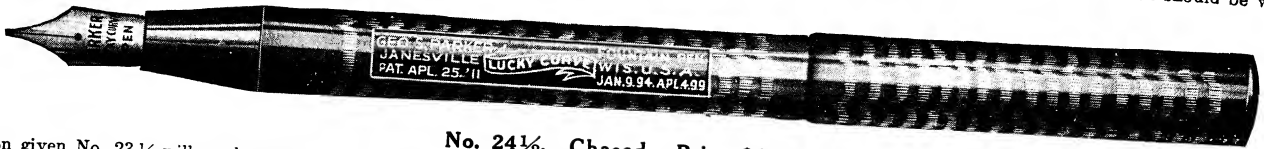
No. 20. Price \$2.50. Screw Joint.
Same as above, except it has a larger pen and holder. Is also larger than the No. 18. Made with smooth or threaded end where fingers grasp the fountain. One of the most popular numbers we make. Can be supplied in either black or mottled rubber. Fine, medium, coarse or stub pen as wanted. No. 023—Jointless, same size and price as No. 20.



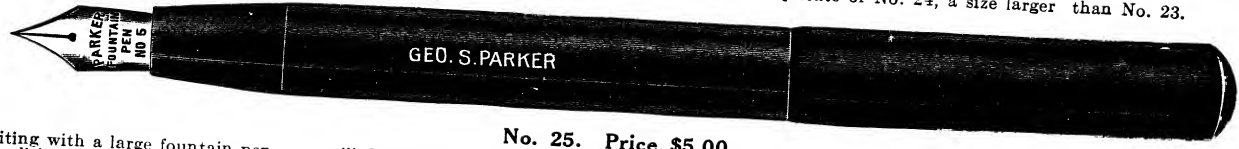
No. 23 1/2. Chased. Price \$3.00.
It is practically the No. 23 but with beautifully chased barrel and cap. It is particularly suitable for a lady's pen, and can be furnished in a smaller sized barrel than regular, if desired. Order some of these by all means.



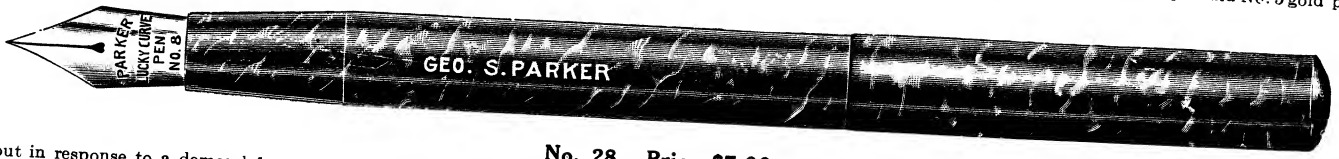
No. 23. Hexagon. Price \$3.00.
This is a splendid seller, also. In fact, we might call this pen a bargain to sell at \$3.00. (On account of shape will not roll. No complete stock should be without a few of these. No. 023—Jointless, hexagon, same size and price as No. 23.



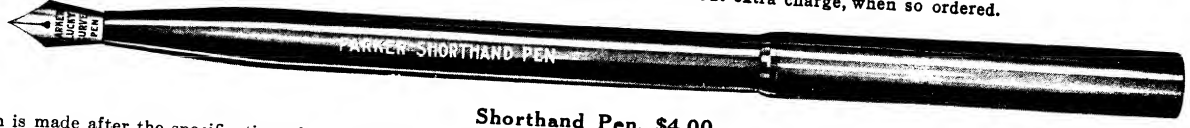
No. 24 1/2. Chased. Price \$4.00.
Same description given No. 23 1/2 will apply to this pen, with exception of the size. In size it is a duplicate of No. 24, a size larger than No. 23.



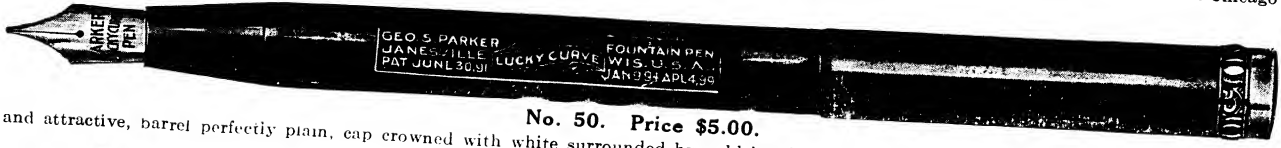
No. 25. Price \$5.00.
If you prefer writing with a large fountain pen, you will find No. 25 the one to choose. Holds a liberal supply of ink and is equipped with splendid No. 5 gold pen of superior writing qualities that you can only secure in larger gold pens.



No. 28. Price \$7.00.
It is put out in response to a demand for "the largest pen you make." The barrel is not very much larger than No. 25, but the pen is No. 8. You probably have among your customers some Lawyer or Doctor, who is just waiting for such a pen. Nos 18 to 28, inclusive may be had in jointless style without extra charge, when so ordered.



Shorthand Pen, \$4.00.
Here is a pen which is made after the specification of one of the leading shorthand writers of the country. The pen is short, elastic and practically without "set." It will write if held on the paper simply by its own weight. We have sold many hundreds of these pens to shorthand writers all over the country. This pen can be furnished with thicker barrel than one shown in cut, but most writers of shorthand like a thin barrel and large pen. One prominent shorthand school in Chicago has purchased several hundred of these pens alone.



No. 50. Price \$5.00.
Simple, neat and attractive, barrel perfectly plain, cap crowned with white surrounded by gold band. A dignified yet rich looking pen that is highly prized by many.



No. 51. Price \$3.50.
This is very plain, with a single gold or silver ornament in center of barrel for name plate. It is so odd and yet so unique that it has already become a decided favorite.



No. 21 1/2. Price \$3.50.

This pen is the same as our No. 21 with exception of the chasing on barrel and cap. Can be supplied in regular and Ladies' size.



No. 42 1/2. Price \$4.50.

This pen represents a new departure in pen decoration. Neat, simple and elegant. Blank space on gold band in center for name.



No. 31. Price \$7.50, Silver. No. 41, Gold Plated, \$8.50.

No. 31 is a large size fountain covered with sterling silver. Space on name plate on which to engrave your name. The richness and elegance represented in this pen is apparent. Same pen in 14-K Gold Plate, No. 41, \$8.50.



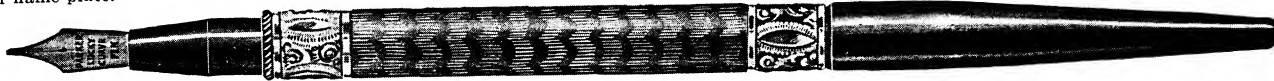
No. 33. Gold. Price \$5.50.

This pen is our leader for the new styles. It is certainly the biggest value ever put into a pen retailing for less than \$6.00. Neat, tasty, and a real beauty. No. 34—Same design in sterling silver. Price \$4.50.



No. 15. Price \$7.00.

This is a superb pen. Barrel is covered with beautifully tinted pearl slabs, held in place on either end by gold bands. Cap is covered with gold filigree work. Blank space is left for name plate.



No. 6. Fountain, Ladies' or Gentlemen's Size, Gold Mounted. Price \$3.00.

This is a very handsome pen. Has beautifully chased barrel, in a great variety of patterns, fitted with gold bands. It is made in two sizes—one size same pattern as the other, ladies' size, considerably smaller.



No. 43. Gold. Price \$10.00.

Holder comparatively small, cap and barrel covered with dull finish, 18K plate. Modest and rich, with a style all its own. For a young lady, a more pleasing pen could hardly be selected. No. 44—Price \$8.00. Same as No. 43, except mountings are Sterling Silver.



No. 46. Price \$10.00.

This dainty pen is of course designed for the American Queen, the wife, daughter, sister, mother or sweetheart of any American man. The cut can but suggest the delicacy and beauty of this superb number. The cap and bands are gold covered. Space on cap for engraving owner's name.



No. 47. Price \$10.00.

There is no question but what the above cut illustrates one of the most beautiful pens to be had anywhere. Gold bands hold pearl in place. Cap covered with superb 18K gold plate in a beautiful floral design. Note the graceful lines of the pearl mounting. Space on cap blank for engraving owner's name.



No. 48. Price \$8.00.

14K gold plate, plain barrel. A very beautiful pen. Rich in the extreme



No. 49. Price \$10.00.

Same description as No. 48, only the holder of this pen is deeply engraved with lined effect and scroll work on both top and bottom of cap and barrel. This pen makes an especially beautiful one if ordered in the smaller or lady's size. Its daintiness makes it an especially desirable pen to purchase as a gift for a lady.



No. 52 with Sterling Hammered Silver Swastika Design. Price \$12.00.

Something entirely new. The hammered effect gives it a look very different from anything shown heretofore. A beautiful two-compartment, leather, plush lined box given with this pen. No. 53—Same pattern in 18K gold plate, \$15.00.

Parker Self-Filling Fountain Pens
Listen to the "Click." When it "Clicks" It's Loaded and Filled.
A Pronounced Success. Thousands in Use.



No. 20. Self Filler. Price \$2.50.

The lowest priced self-filling pen we manufacture. In all essentials the same as our regular No. 20, but with the self-filling attachment. Understand, of course, this pen, in common with all other self-filling fountain pens, will not hold nearly the quantity of ink that one of our regular standard pens will do. If you are looking for a self-filling fountain pen, this pen will more than please you in every particular. Our usual iron-clad warrant accompanies this pen, as with our other goods.



No. 23 1/2. Self Filler. Chased. Price \$3.00.

This shows the general style of chasing used. Any of the Self Filling pens may be had with fancy chased barrels without extra charge when so ordered.



No. 25. Self Filler. Price \$5.00.

This is the largest self-filling fountain pen we manufacture. Not everybody would care for a pen as large as this. Those who can, however, use as large a pen as this, cannot fail to be pleased to the utmost with their investment. Only those who use these large pens know the feeling of luxury alone afforded by this number.

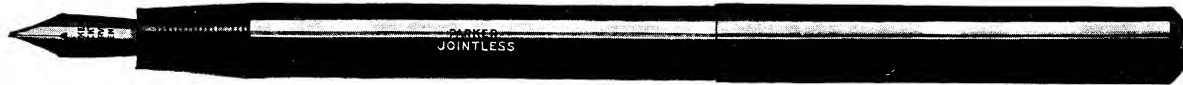


Emblem Pens.

We are prepared to supply the Parker Pen with the emblem of almost any of the more prominent orders. The cut shows the general style. The emblem is on solid (not plated) gold band. Makes a fine present for some secret order man. Price \$12.00 each for K. of P., K. of C., I. O. O. F., Elks, Blue Lodge Chapter, Shrine, Knight Temple and two \$12.50, and others. Same design Rolled Gold, \$6.00

The Parker Pen—Jointless

The Jointless Pen. Here is a pen that has found favor with many tens of thousands. There is NO SCREW NOZZLE. The pen is fitted into a rubber collar which has a finger extension, slightly curved. This curved finger is a Spring Lock with which to hold the collar and pen in place inside the barrel and to prevent its slipping into the barrel too far; a circular recess is cut on the inner surface of the barrel into which the Spring Lock slips and which securely holds the pen and collar. The pen is prompt, efficient, simple, and clever. For lack of space only two numbers are shown, but it is also made in the \$3.00, \$4.00, \$5.00 and \$6.00 sizes.



No. 018. Jointless. No Screw Section. Price \$2.00.

End of barrel threaded or plain as desired. Has the regular Parker "Lucky Curve" and fully warranted, as all Parkers are.



No. 020. Jointless. Price \$2.50.

One size larger pen. A popular pen and a large seller. For other sizes, see above.

Full Length Safetys

Last year many of our friends asked us to make the Jack Knife Safety with full length barrel, on account of many customers who wished to carry them upright in the pocket and yet have the Safety feature.

This we have now done; all of the regular safety styles may now be had with regular length barrels. Judging from the orders taken by our travelers, it would look as though there was a demand for this style pen that we had overlooked. Would suggest that you order some as a trial.



No. 25. Jack Knife Safety, Long Barrel. Price \$5.00.



No. 20. Jack Knife Safety, Long Barrel. Price \$2.50.



I Will vs. Inaction

Almost anyone can jog along and do things like some one else. Usually the men who become conspicuously successful in their communities do things differently from the majority.

When a man takes a tumble and wakes up he finds that the choice of **A BIG SUCCESS—a little one**—just making a living or letting his wife's relations support him, lies with himself; no one else. Then he is worth something.

The only man who can be excused for not doing things is the man locked up in jail.

The power, the tremendous power, which is every man's heritage, lives right with him. It only requires the impulse of **I WILL** to set it in motion. Then guided by good judgment, it makes the man a veritable dynamo.

INACTION says, no sale on Parker Pens—town too small—no demand; lies down, goes to sleep, and is grievously disappointed if Opportunity does not take hold and awaken him.

Opportunity is a coy maiden and does not label her favors, for they are intended only for those who use pre-emption.

What have you done to merit her favors?

I WILL stands erect, is forceful, strong, watchful, persistent, tactful. Just the kind that attracts Opportunity. Opportunity comes along. **I WILL** promptly captures her. Others come, same result. **I WILL** goes out seeking opportunities and soon adds them to his list. **I WILL** soon becomes what the world calls successful.

What would you think of a man who has a sick child, would wake up in the middle of the night, go to the Doctor's

house and rap gently on the door, then stand in a polite, lady-like way, in front of the door until morning, waiting for the Doctor to wake up.

I WILL. You know what he would do.

He would break the door down if necessary to get him, but he would **get the Doctor.**

Do you go after business with the same determination—never doubting of your success in accomplishing what you set out to do? If you do, you succeed, because you keep at it until you do succeed, and the fellow who keeps everlastingly at it, is the man who is making both history and a reputation for doing things.

So it is with pen selling. Just putting the goods in stock and saying inwardly: There are the goods; if anyone wants to buy one **he can let me know.** This is the method of **INACTION**, and the open door to bankruptcy.

The power, that tremendous force, which lies in you, is sleeping, and will continue to sleep unless you wake it up, harness, and direct it. It can make you a veritable Dynamo if you will but charge it with the **I WILL.**

I WILL. His plan is altogether different. **I WILL** realizes every person is surrounded by his own little atmosphere—his world. He realizes that the number of people who come along and implore him to sell them Fountain Pens is infinitely small compared with the number he could sell if he could break into their little thought atmosphere, and suggest in a forceful, convincing way, the purchase of a pen that would bring pleasure, **CONVENIENCE** and satisfaction. You can't be neutral. If you belong to the kind that do things "differently," we can prophesy, with a pretty good degree of accuracy, what your pen selling record will be.

The Parker Fountain Filling Ink Bottle

This is one of the big, "little" conveniences that comes from time to time. This bottle has a conical soft rubber diaphragm with an aperture just large enough to stick into it the nozzle of a pen. Then all you have to do is to tip the bottle up-side-down and pump from 6 to 10 times and the gold pen is cleaned bright and shiny and the barrel

filled full of ink. No nozzle to unscrew. It's so handy and dandy that it sells like hot cakes. Retail at from 25 to 35 cents according to the locality, and wholesale at \$1.80 per dozen. Each dozen bottles packed in a neat pasteboard display case for counter display.

SCARECROWS

Crows possess more appetite than brains.

Yet, despite their appetites, they'll stay out of a fine, thriving field of corn if the farmer does no more than place the crudest sort of effigy among his stalks.

Business men, however, who have a keen, commercial, trade-getting instinct are not to be fooled away from cash profits by make-believes or scarecrows.

Suppose there IS a feeling of nervousness among the weaker element of one's business competitors. That's just the time for the wiser heads to enter this rich field—all the more to themselves because of this bit of a scare.

The question is: Will you be one of the affrighted many or of the courageous few?

Will you be turned away by a scarecrow or will you go boldly in and enjoy the fruits of business acumen that are waiting for you?

How many men are deterred from putting in an assortment of Parker Pens of sufficient magnitude to win trade and dollars by the scarecrow of "Lack of confidence?"

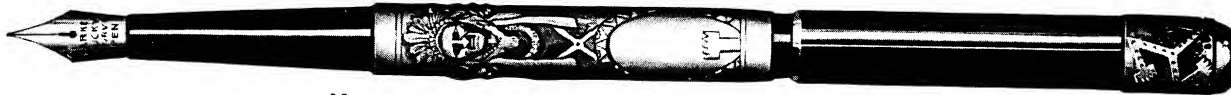
Not for a generation has such unusual opportunity presented, for making money, selling Parker Pens, by unusual men, men who have the power of taking hold at the psychological moment which is NOW.

Wake It Up!

There is a perfectly enormous dormant desire for Fountain Pens. The customer expects to buy one sometime, yet it is up to the dealer to crystallize that sort of sleepy, hazy

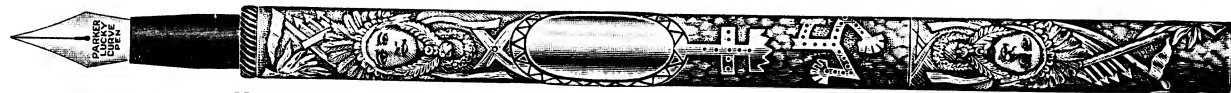
No, he must figuratively, take a bell and ring it in the ear of each prospective buyer. This is what the big case assortment does. It makes the customer think, it stimulates his appetite and whets it by the beautiful display.

PARKER PENS



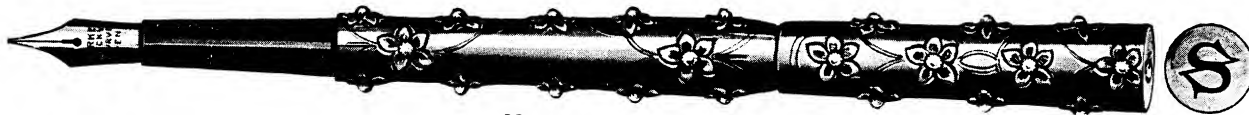
No. 57. Awanyu. Hammered Silver. Price \$10.00.

Same pattern gold filled No. 58, \$12.00. This is a modification of No. 60 and in some respects superior to it, as its construction admits of the Slip-over cap. This luck emblem pen has already proven to be a popular number. The owner of this pen will have something entirely different from the ordinary every-day looking



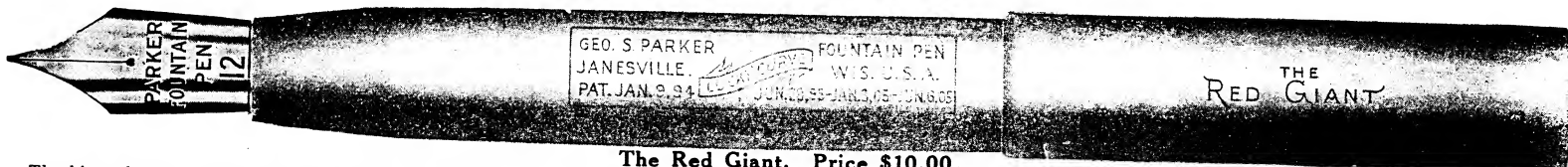
No. 60. The New Awanyu Design. 18K Gold Filled. Price \$20.00.

"Awanyu" Aztec Indian design. Design hundreds of years old, but recently discovered by Archeologists. Awanyu means the giver of life and the good that all hope may be their lot. The goldsmith who worked on this design has succeeded beyond our anticipations. Price, solid silver, No. 59, \$16.00. Don't fail to order one of these pens with the unique, beautiful and mystical design.



No. 39. Price \$20.00.

Cap and barrel covered with 18K heavy gold plate. Beautifully worked pattern of for-get-me-nots, each set with stones and pearls. The end of the cap is made flat so it can be engraved for a seal. A magnificent looking pen and one that would be prized for a life time.



The Red Giant. Price \$10.00.

The king of pens. Not every one would care for such a pen, but there are many who do. This pen fills the want of those who want "the biggest pen you make." The gold pen is a No. 12 and the barrel is big enough so you can drop into it an ordinary sized pen and almost lose it. If you like a big pen, here you are.

Parker Jack-Knife Safety Fountain Pens

The phenomenal record for sales which our Jack Knife Safety Fountain Pen has enjoyed ever since its introduction a comparatively short time ago shows that it fills a long felt need. This is the first real Safety Pen that is practical and entirely without valves, pistons or other complicated mechanism. It may be carried flat in the vest or coat pocket like a short lead pencil and without danger of leaking or losing. The Jack Knife Pen is well adapted for ladies' use, since it may be dropped in to a purse or hand bag with no risk to the other contents. It is doubly convenient when traveling as it can be tossed into a suit case or traveling bag with perfect safety.

The Jack Knife Safety Pen has two caps, the regular or outer cap which screws on over the nozzle and the inner or safety cap which fits inside the regular cap. When the outer cap has been properly screwed down after the writer is through using the pen, the threaded end of the safety cap should be given a little turn, sufficiently hard to make a close contact between the end of the nozzle and the end of the inside (safety) cap. The gold pen then fits in an ink tight compartment. Any ink that come into this safety cap is drained back into the barrel when the pen is held point upward and the outer cap removed for writing.

Any of these may be had with any style pen point and also in various style barrels, plain black, red, mottled or chased unless otherwise noted.



No. 20. Jack-Knife Safety. Price \$2.50.

The regular size No. 20 Jack Knife Safety. No other pen has ever equalled in so short a time the sales reached by this pen.



No. 20. Jack-Knife Safety with New Style T Cap. Price \$2.50.

This cut shows No. 20 with the new style T Safety cap. This style cap may be furnished with any of the safety pens by simply requesting the T style cap.



No. 20. Jack-Knife Safety. One Gold Band. Price \$3.00. Two Gold Bands. Price \$3.50.

This pen with the gold band makes a very rich and artistic number. In ordering do not fail to designate whether fountain is to be fitted with one or two gold bands.



No. 24. Jack-Knife Safety. Price \$4.00.

This pen has a splendid, easy writing, No. 4 gold pen of any desired flexibility. Regular length or baby size as preferred. Holds a liberal supply of ink and is very popular.



No. 25. Jack-Knife Safety. Price \$5.00.

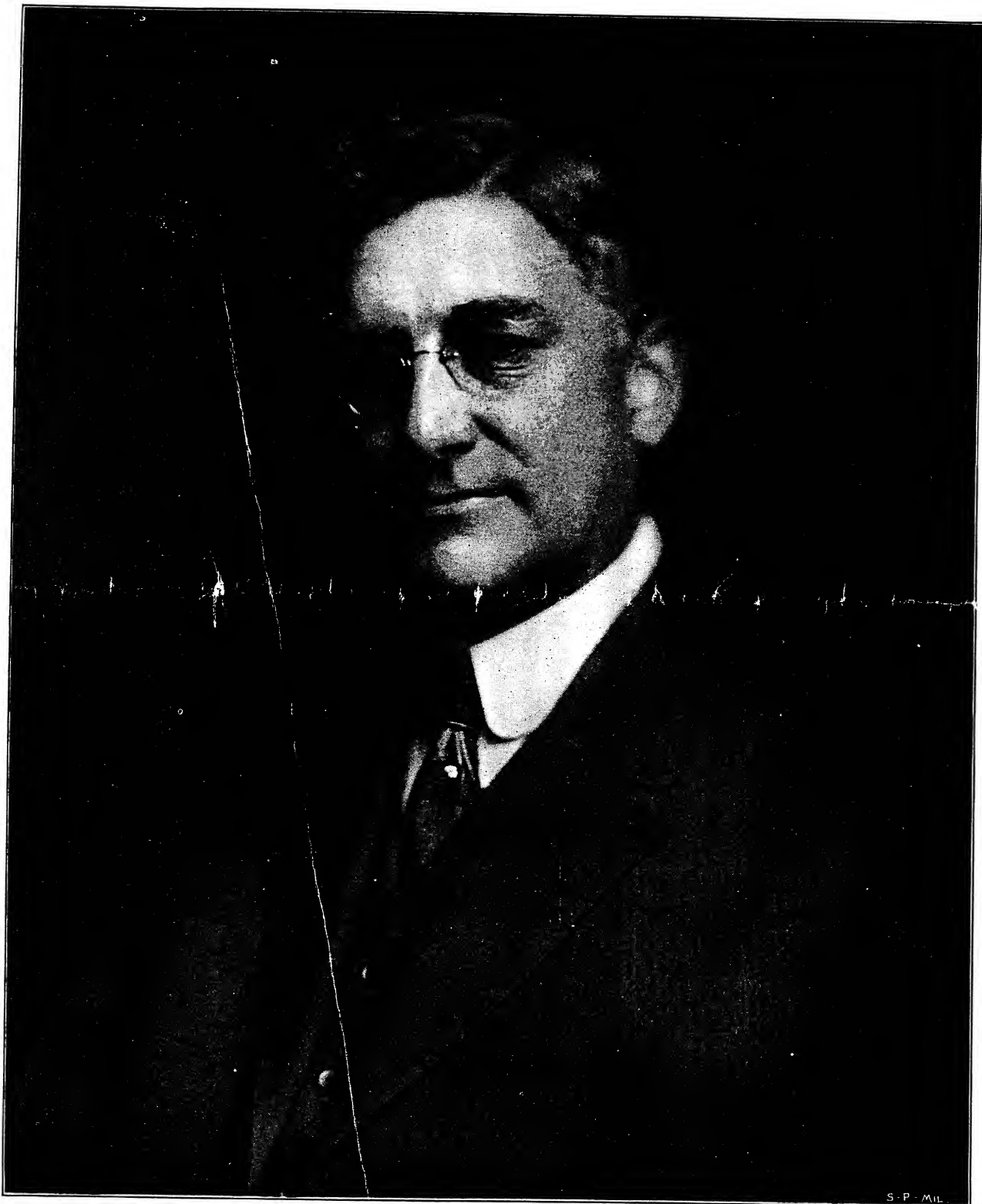
This is the largest Safety we make at present, except on special orders. A magnificent pen, fitted with gold pen No. 5.



No. 14. Jack-Knife Safety. Sterling Silver Mountings. Price \$5.00.

No. 16. Jack-Knife Safety. Rolled Gold Mountings. Price \$6.00.

This beautiful little pen is a source of admiration and delight to many. Ladies find this very convenient and dainty. It is fitted with a little ring fastened to end or cap so it may be suspended by a chain. Both No. 14 and No. 16 can be had in baby and regular sizes at the same price. The regular size does not have the ring.



S. P. - M. II.

"I HAVE BEEN TEN YEARS PREPARING THIS MESSAGE"—Geo. S. Parker

**A Message for the Dealer Who Wants to Make a Great Success
This Year of His Holiday Advertising**

How I Came to Write this Message

FOR nearly twenty years I have had one question asked me over and over by hundreds of dealers—my personal friends. The question put to me in one way or another is this: How is it that one dealer will catch the holiday crowds and do a big business while another dealer, under the same conditions, will get only a fair trade?

I have been asked this question because of my long experience in making and selling fountain pens—one of the most popular lines of Christmas gifts.

My conclusions are that every failure to reap a rich holiday harvest is due to the violation of a simple truth of merchandising, a truth based upon one of the commonest traits in human nature.

The idea of every Christmas shopper is to buy wisely. He is choosing a gift to accord with the taste of someone else, a dear friend. He knows that everyone has different tastes, different needs, different temperaments. Therefore, he feels

*That He Can't Make a Good Selection
Unless He Sees a Good Assortment*

The Moving Crowd---The Standing Goods

THE moving crowd is not spending money. The standing crowd at the counters is the crowd that is buying.

This fact every dealer knows and admits.

He knows that something is wrong—radically wrong—with his methods if customers keep protesting that they are only “looking around,” as they pause at each counter and purr and prattle and pass on. The quality of his goods may be right, his prices may be right, his clerks may be on tiptoes, but this first elemental principle of holiday business has been overlooked. His goods do not present themselves to the shoppers as **Assortments**.

To stop the roving customers the goods must be displayed so that they strike the eye at once as an Assortment. In each group of a kind the **Differences** between the articles displayed must be seen at a glance. Then the customer is compelled to **stop** to see the Differences!

Differences fascinate. Why? Because **people** are different. The customer who stops to note the Differences is in reality not looking at differences in goods as the clerk lays one after the other on the counter. No. The customer is looking at the **different tastes of people** which the goods represent. The customer is inspired by all these Differences in goods to see and think beyond into the great fascinating world of human tastes. Every

article means a person of a different temperament, need, idea and feeling—some admirable, some finicky, some prosaic, some unaccountable.

This fascination of varying human tastes is what focuses the mind of the shopper, causes the shopper to concentrate and starts the first impulse to make a choice. The shopper is held at the counter until he at last feels a preference based on his own personal tastes.

Yes, Differences start imagination. They have the power to engage the mind. They start the impulse to make a choice. The result is the customer finds one article in the assortment which is suited to the taste of somebody—an ideal gift, and thereupon the selection is made and the sale is made.

So you see the sale depends upon a selection being made, and a selection depends upon a good assortment being shown. This is true the world over, because it is merely human nature. It is as true of the savage selecting beads as of the school girl selecting a novel. It will need no other explanation or argument if you will say over to yourself what you and I and everybody else think while shopping for a gift,

“I Do Not Feel That I Can Make a Good Selection Unless I See a Good Assortment.”

Apply the Assortment Idea

THE Assortment idea is the only thing ever discovered by these geniuses of merchandising, department store managers, which will turn a roving, “looking” crowd of shoppers into a buying crowd. It will turn the toes of the shopper in the direction of the counter. It will keep them pointed that way until a decision and sale is made.

This is the way it was put to me by one of Chicago's biggest department store owners one afternoon last December as we were talking over this same matter and watching the throngs in his store. He said, “Thirty years ago I stumbled on this idea when I had a little store up in Michigan and I owe my successful start entirely to the idea of displaying goods as Assortments—displaying them to appeal to different tastes.”

A successful holiday business depends upon making use of the idea in every possible way, grouping goods more or less of a kind and separating articles in a group which are too much alike. To make the group stand out and make the difference within the group stand out by the arrangement of the display.

In starting out you can take your bearings from a compass and still get lost. The compass must be kept in sight, must be the continual guide. The same is true if you start to adopt this Assortment idea. You cannot

make a success of your holiday business with it unless it is lived up to as your Store Doctrine. If you find objections to it, you must find a way to remove the objections. If it means carrying a larger stock or some line of goods, you must put in the stock. You will find the ways and means, you will find even the capital and nerve if they are lacking, once you have found and adopted this Store Doctrine of the Assortment.

One thing you can bank on as a certainty, that if you intend to make a success of selling fountain pens during the holiday season, you must put in a full assortment.

If you do not, you may be sure that shoppers will pause at your small assortment and purr and prattle and pass on, protesting that they are only "looking around." And some other dealer with a full assortment of fountain pens will sell them.

In selling fountain pens you must conform to the law of the public, the law of difference of taste. You may try to evade this law, violate it by displaying a small assortment of fountain pens, but in the end you will find that the law has conquered. You cannot make or control the laws of human nature any more than you can make or control the laws of Nature. The law of human nature rules the world of business. It will get the merchant in the end who doesn't abide by it the same as the physical law will get him if he abuses his stomach or any other organ of his body.

But if you will adopt this Doctrine of the Assortment and begin by applying it today to your fountain pen business, you will reap a rich harvest of sales through the holidays.

For your benefit I am showing in this number of Side Talks an assortment of the most novel, popular styles of fountain pens found on the market. You should not select a few of them which in your judgment appeal to your trade because of their moderate price or because their style appeals to your own individual taste. That is not what I mean when I say the Doctrine of Assortment must be adopted whole-heartedly to meet with success. You should carry a liberal assortment of high priced pens. They are necessary, not only to attract attention to the assortment but to stimulate the shoppers' paying more, on the average, than they would otherwise pay.

A man who intends to spend only \$3 on a fountain pen will spend \$5, \$6 or \$8 just as readily if he is shown a number of high priced pens. That, too, is a law of human nature which every successful fountain pen merchant takes advantage of. And furthermore, you will be surprised to find among your customers so many who are willing to pay \$10 and more for a fountain pen.

How to Get a \$2.50 Pen for 50c

TO THE CLERKS:

I have a pretty warm feeling for the man behind the counter who is selling Parker Lucky Curve Fountain Pens, viz., the clerk. He is the power behind the throne. Look to the clerks as the men who deplete the dealer's stock so that the "boss" is ready to talk business the next time our traveller calls.

Naturally the more efficient the salesman becomes the more valuable his services. Everyone is looking for advancement and to secure advancement achievements must be accomplished. I cannot expect you to become as proficient as it is possible in pen selling unless you know the Lucky Curve story, unless you are personally convinced and actually know the Lucky Curve and Spearhead Ink Controller are the corner-stones of scientific fountain pen construction; that no other pen can give the high degree of satisfaction that is afforded by the Parker Pen because no other can use these valuable patented improvements. The Lucky Curve drains the ink down and back into the reservoir so as to prevent the ink from escaping over the head of the nozzle when the pen is not in use. The Spearhead Ink Controller prevents the ink from dropping off the end of the pen when the ink is low in the fountain.

These points I have touched upon in our national advertising campaign and therefore have been running an education campaign in the magazines and elsewhere. Now I want you to back this advertising up by giving a personal explanation and demonstration as to the Parker doing what is claimed. I want you to carry and use a Parker Lucky Curve Pen. I am going to make it so easy for you to become familiar with the good qualities of our pens I will be pleased to supply you with one of our regular \$2.50 pens for the nominal cost of 50c each.

The conditions attached to this are that your order for the pen must accompany the stock order sent in by your firm and the pens for the clerks for convenience sake can be billed to the dealer but the order must be accompanied by your name so we can engrave same on the holder, by this you can always identify your pen.

I want to know your troubles and successes and if I can help you in any way I shall be pleased to do so. Feel free to write to me at any time. If I am in possession of any information that will be helpful to you I assure you it is at your command.

GEO. S. PARKER.

The Psychological Moment of a Life Time

There is one thing I desire to impress upon your mind in this number and that is that probably never in the world's history have times been as good as at the present time. Railroads and big corporations are placing orders for steel and iron. Mills are so far behind that it will take them one or two years to catch up again with their orders. People have money and are willing to spend it. They are not willing to see how cheap an article can be had because it is of inferior quality. They are looking for quality goods and for which they are willing to pay a fair price.

Stock liberally, for the goods will be sold. You cannot sell goods if you do not have them. In selling Parker Pens there are dealers who could sell from two to three times the amount of pens if they had them. Think it over. Order liberally. Work hard and the results you will have will be nothing short of phenomenal.

Letter From A Parker Pen Dealer

Here is a letter from one of the best known eastern firms. Before putting in the Parker line they looked upon the placing of an order for a floor case assortment as a matter hardly worth their consideration. But they did consent to examine the proposition thoroughly and with the result of their placing their order. In light of the foregoing their letter just received which we take the liberty of publishing is particularly interesting.

Oct. 24, 1912.

Parker Pen Company, Janesville, Wis.
Gentlemen:

We enclose herewith order for Pens amounting to \$160.59, this being number of pens necessary to fill our floor case.

It may interest you to know that in the fourteen months we have had this show-case, displaying 18 dozen pens, our purchases have amounted to over \$800. Previously we had a small case of another make. We want to thank you and your Mr. Pileher for inducing us to

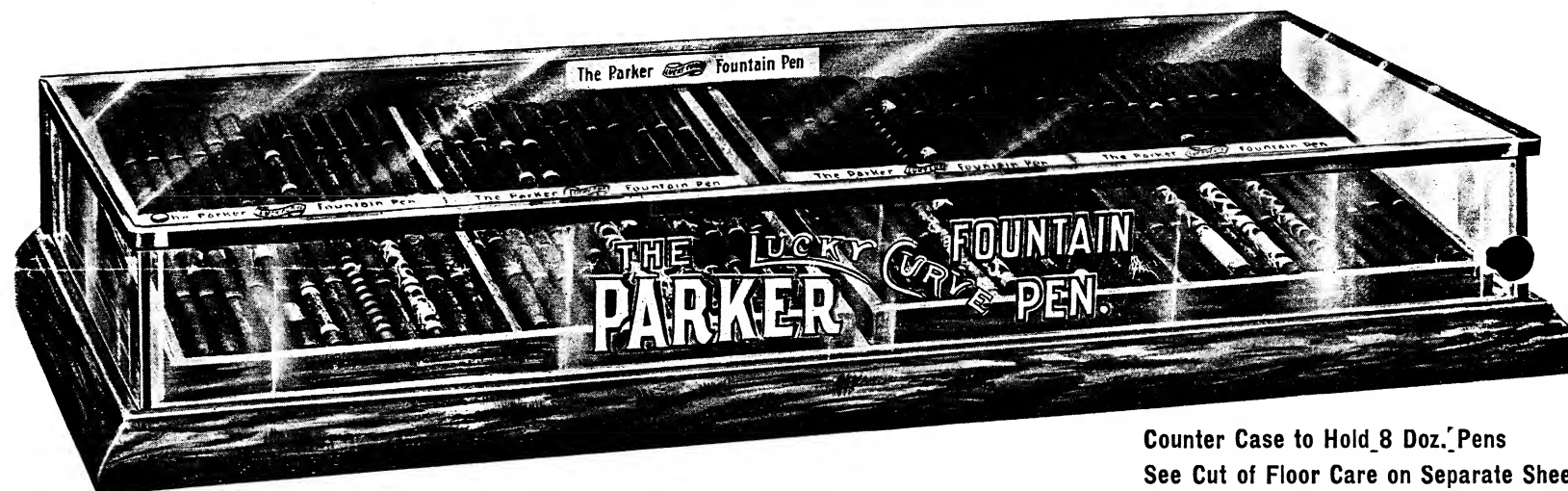
believe it just step into their store in the great Pennsylvania station the next time you are in New York City.

The Penna. people were no more skeptical about their ability to successfully handle a floor case assortment than you are right now. Yet they have made good as have some 400 other dealers who have placed with us orders ranging from \$360.00 to \$720.00. It is a good thing and making money for others. It will do equally well for you.

It is just as essential for a dealer to have a good assortment of pens if he wants to get business as for a cigar dealer to have a good showing of cigars if he wants to lure the smoker on.

What would you think of a cigar dealer catering to the smokers and had only two or three boxes of cigars? You would think he was a dead one and pass him up for other dealers who thought enough of your trade to make a showing that would tempt you.

So it is with a dealer making a floor-case assortment.



Counter Case to Hold 8 Doz. Pens
See Cut of Floor Case on Separate Sheet

make this display of Parker Pens, and this with the splendid co-operation of our salespeople has resulted in what we consider a large sale for a store of this kind.

One special feature about the Parker sales that pleases us is that individual sales have averaged more than \$4.00, whereas with other makes it was considerably under \$3.00, also the fact that we have not had a dissatisfied customer, despite the fact that every pen was sold on an absolute guarantee of giving satisfaction or money refunded. The many features in your pen give us talking points to interest customers sufficiently to induce them to purchase a pen at a higher price than they originally intended.

We trust that the coming year will show a big increase in our sales. Very truly yours,

PENNSYLVANIA STATION DRUG CO.,

F. J. Griffiths, Manager.

To be sure there is good salesmanship behind the counters of the Penna. Station Drug Co. There is a friendly atmosphere all thru the store. If you don't

The assortment is so beautiful it tempts the eye,—also the pocket-book. See cut of floor case on accompanying sheet.

Times are such at present that people have money to spend and if you can show them something attractive, something in which they are interested, they are willing to pay the price and a mere matter of cheapness does not interest them. They want quality and they want something that will give them satisfaction.

Now is the time above all times to push the sale of Parker Pens. Times such as the present from a sales stand-point come only once in a great many years. We have just entered into the greatest period of prosperity the country, or the world for that matter, has ever known. The wise dealer will push at this time for the next year or two as he has never pushed before.

Make use of the old saying "Make hay while the sun shines." Remember you cannot do the business should do unless you have the goods and if you have the goods you are going to sell them.

CONDENSED PRICE LIST OF PARKER PENS



No. 1. Plain Barrel Parker Lucky Curve. Price \$1.50.

A neat little pen. Has the "Lucky Curve" Screw Joint. Either over or under feed. A very good pen and warranted. It is the lowest in price of any Parker "Lucky Curve" made. Black or mottled barrel.



No. 18. Price \$2.00. Screw Joint.

Has the famous "Lucky Curve" and the "Anti-Break" Cap and Ink Controller. It has the Lucky Curve and the "Anti-Break Cap fully warranted. Black or mottled rubber or fancy chased barrel. If you prefer a pen with a screw joint, here it is. No. 018—Jointless, same size and price as No. 18.



No. 20. Price \$2.50. Screw Joint.

Same as above, except it has a larger pen and holder. It is also larger than the No. 18. Made with smooth or threaded end where fingers grasp the fountain. One of the most popular numbers we make. Can be supplied in either black or mottled rubber. Fine, medium, coarse or stub pen as wanted. No. 020—Jointless, same size and price as No. 20.



No. 23 1/2. Chased. Price \$3.00.

It is practically the No. 23 but with beautifully chased barrel and cap. It is particularly suitable for a lady's pen, and can be furnished in a smaller sized barrel than regular, if desired. Order some of these by all means.



No. 23. Hexagon. Price \$3.00.

This is a splendid seller, also. In fact, we might call this pen a bargain to sell at \$3.00. On account of shape will not roll. No complete stock should be without a few of these. No. 023—Jointless, hexagon, same size and price as No. 23.



No. 24 1/2. Chased. Price \$4.00.

Same description given No. 23 1/2 will apply to this pen, with exception of the size. In size it is a duplicate of No. 24, a size larger than No. 23.



No. 25. Price \$5.00.

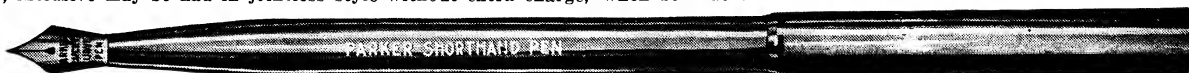
If you prefer writing with a large fountain pen, you will find No. 25 the one to choose. Holds a liberal supply of ink and is equipped with splendid No. 5 gold pen of superior writing qualities that you can only secure in larger gold pens.



No. 28. Price \$7.00.

It is put out in response to a demand for "the largest pen you make." The barrel is not very much larger than No. 25, but the pen is No. 8. You probably have among your customers some Lawyer or Doctor who is just waiting for such a pen.

Nos. 18 to 28, inclusive may be had in jointless style without extra charge, when so ordered.



Shorthand Pen, \$4.00.

Here is a pen which is made after the specification of one of the leading shorthand writers in the country. The pen is short, elastic and practically without "set." It will write if held on the paper simply by its own weight. We have sold many of these pens to shorthand writers all over the country. This pen can be furnished with thicker barrel than one shown in cut, but most writers of shorthand like a thin barrel and large pen. One prominent shorthand school in Chicago has purchased several hundred of these pens alone.



No. 50. Price \$5.00.

Simple, neat and attractive, barrel perfectly plain, cap crowned with white surrounded by gold band. A dignified yet rich looking pen that is highly prized by many.



No. 51. Price \$3.50.

This is very plain, with a single gold or silver ornament in center of barrel for name plate. It is so odd and yet so unique that it has already become a decided favorite.

CONDENSED PRICE LIST OF PARKER PENS



No. 21 1/2. Price \$3.50.

This pen is the same as our No. 21 with exception of the chasing on barrel and cap. Can be supplied in regular and Ladies' size.



No. 42 1/2. Price \$4.50.

This pen represents a new departure in pen decoration. Neat, simple and elegant. Blank space on gold band in center for name.



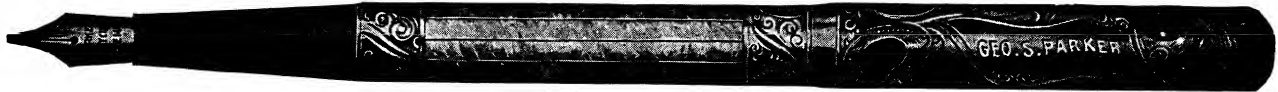
No. 31. Price \$7.50, Silver. No. 41, Gold Plated, \$8.50.

No. 31 is a large fountain covered with sterling silver. Space on name plate on which to engrave your name. The richness and elegance represented in this pen is apparent. Same pen in 14-K Gold Plate, No. 41, \$8.50.



No. 33. Gold. Price \$5.50.

This pen is our leader for the new styles. It is certainly the biggest value ever put into a pen retailing for less than \$6.00. Neat, tasty, and a real beauty. No. 34—Same design in sterling silver. Price \$4.50.



No. 15. Price \$7.00.

This is a superb pen. Barrel is covered with beautifully tinted pearl slabs, held in place on either end by gold bands. Cap is covered with gold filigree work. Blank space is left for name plate.



No. 6. Fountain, Ladies' or Gentlemen's Size, Gold Mounted. Price 3.00.

This is a very handsome pen. Has a beautifully chased barrel, in a great variety of patterns, fitted with gold bands. It is made in two sizes—one size same pattern as the other, ladies' size, considerably smaller.



No. 43. Gold. Price \$10.00.

Holder comparatively small, cap and barrel covered with dull finish, 18K plate. Modest and rich, with a style all its own. For a young lady, a more pleasing pen could hardly be selected. No. 44—Price \$8.00. Same as No. 43, except mountings are Sterling Silver



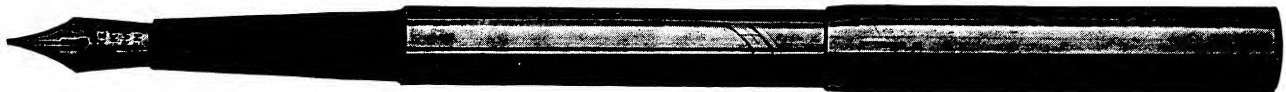
No. 46. Price \$10.00.

This dainty pen is of course designed for the American Queen, the wife, daughter, sister, mother or sweetheart of any American man. The cut can but suggest the delicacy and beauty of this superb number. The cap and bands are gold covered. Space on cap for engraving owner's name.



No. 47. Price \$10.00.

There is no question but what the above cut illustrates one of the most beautiful pens to be had anywhere. Gold bands hold pearl in place. Cap covered with superb 18K gold plate in a beautiful floral design. Note the graceful lines of the pearl mounting. Space on cap blank for engraving owner's name.



No. 48. Price \$8.00.

14K gold plate, plain barrel. A very beautiful pen. Rich in the extreme.



No. 14. Price \$5.00. Sterling Silver Filigree. No. 16. Gold Plate, \$6.00.

The silver is inlaid over the vulcanite, making a most striking looking pen. Space is reserved on name plate for engraving name of owner. No. 16—Same pattern as above, 18 k. gold plate, will wear for many years. Price \$6.00. If you want to spend as much as \$5.00 or \$6.00 for a fancy fountain pen you will like this style.



No. 52 with Sterling Hammered Silver Swastika Design. Price \$12.00.

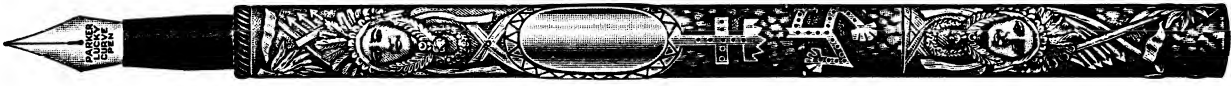
Something entirely new. The hammered effect gives it a look very different from anything shown heretofore. A beautiful two-compartment, leather, plush lined box given with this pen. No. 53—Same pattern in 18 K. gold plate, \$15.00.

CONDENSED PRICE LIST OF PARKER PENS



No. 57. Awanyu. Hammered Silver. Price \$10.00.

Same pattern gold filled No. 58, \$12.00. This is a modification of No. 60 and in some respects superior to it, as its construction admits of the Slip-over cap. This good luck emblem pen has already proven to be a popular number. The owner of this pen will have something entirely different from the ordinary every-day looking pen.



No. 60. The New Awanyu Design. 18K Gold Filled. Price \$20.00.

"Awanyu" Aztec Indian design. Design hundreds of years old, but recently discovered by Archeologists. Awanyu means the giver of life and the hope that all good may be their lot. The goldsmith who worked on this design has succeeded beyond our anticipations. Price solid silver, No. 59, \$16.00. Don't fail to order one of these pens with the unique, beautiful and mystic design.



No. 39. Price \$20.00.

Cap and barrel covered with 18K heavy gold plate. Beautifully worked pattern of for-get-me-nots, each set with stones and pearls. The end of the cap is made flat so it can be engraved for a seal. A magnificent looking pen and one that would be prized for a life time.

The Parker Jack-Knife Safety Fountain Pens

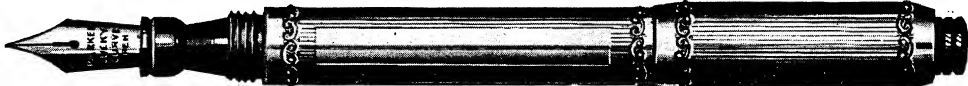
The phenomenal record for sales which our Jack Knife Safety Fountain Pen has enjoyed ever since its introduction a comparatively short time ago shows that it fills a long-felt want. This is the first real Safety Pen that is practical and entirely without valves, pistons or other complicated mechanism. It may be carried flat in the vest or coat pocket like a short lead pencil and without danger of leaking or losing. The Jack Knife Pen is well adapted for ladies' use, since it may be dropped into a purse or hand bag with no risk to the other contents. It is doubly convenient when traveling as it can be tossed into a suit case or traveling bag with perfect safety.

The Jack Knife Safety Pen has two caps, the regular or outer cap which screws on over the nozzle and the inner or safety cap which fits inside the regular cap. When the outer cap has been properly screwed down after the writer is through using the pen, the threaded end of the safety cap should be given a little turn, sufficiently hard to make a close contact between the end of the nozzle and the end of the inside (safety) cap. The gold pen fits in an ink tight compartment. Any ink that may come into this safety cap is drained back into the barrel when the pen is held point upward and the outer cap removed for writing. Any of these may be had with any style pen point and also in various stye barrels, plain black, red, mottled or chased unless otherwise noted.



No. 48. Jack Knife Safety. Price \$8.00.

Same description as applied to No. 49 with the exception there is no engraving on this holder. No. 55—Same as this but finished in silver, \$7.00.



No. 49. Jack Knife Safety. 18K Rolled Gold. Price \$10.00.

Any lady owning this pen would regard it as a treasure from which she would be exceedingly loath to part. It can be carried in the lady's hand bag in any position and not leak. Cap and barrel have the deep line engraved effect with beautiful floral designs on top and bottom with lines, making an exceedingly pleasing combination to the eye. Space reserved on barrel for engraving of owner's name. No. 56—Same as this but finished in silver, \$9.00.



No. 20. Jack-Knife Safety. Price \$2.50.

The regular size No. 20 Jack Knife Safety. No other pen has ever equalled in so short a time the sales reached by this pen.



No. 20. Jack-Knife Safety. One Gold Band. Price \$3.00. Two Gold Bands. Price \$3.50.

This pen with the gold band makes a very rich and artistic number. In ordering do not fail to designate whether fountain is to be fitted with one or two gold bands.



No. 24 Jack-Knife Safety. Price \$4.00.

This pen has a splendid, easy writing, No. 4 gold pen of any desired flexibility. Regular length or baby size as preferred. Holds a liberal supply of ink and is very popular.



No. 25. Jack-Knife Safety. Price \$5.00.

This is the largest Safety we make at present, except on special orders. A magnificent pen, fitted with gold pen No. 5.



No. 14. Jack-Knife Safety. Sterling Silver Mountings. Price \$5.00. No. 16. Jack-Knife Safety. Rolled Gold Mountings. Price \$6.00.

This beautiful little pen is a source of admiration and a delight to many. Ladies find this very convenient and dainty. It is fitted with a little ring fastened to end or cap so it may be suspended by a chain. Both No. 14 and No. 16 can be had in baby and regular sizes at the same price. The regular does not have the

PARKER SELF-FILLING FOUNTAIN PENS

Listen to the "Click." When it "Clicks" It's Loaded and Filled. A Pronounced Success. Thousands in Use.



No. 20. Self Filler. Price \$2.50.

This is the lowest priced self-filling pen we manufacture. In all essentials the same as our regular No. 20, but with the self-filling attachment. Understand, of course, that this pen, in common with all other self-filling fountain pens, will not hold nearly the quantity of ink that one of our regular standard pens will. If you are looking for a self-filling fountain pen, this pen will more than please you in every particular. Our usual iron-clad warrant accompanies this pen, as with our other goods.



No. 23 1/2. Self Filler. Chased. Price \$3.00.

This shows the general style of chasing used. Any of the Self Filling pens may be had with fancy chased barrels without extra charge when so ordered.



No. 25. Self Filler. Price \$5.00.

This is the largest self-filling fountain pen we manufacture. Not everybody would care for a pen as large as this. Those who can, however, use as large a pen as this, cannot fail to be pleased to the utmost with their investment. Only those who use these large pens know the feeling of luxury alone afforded by this number.



Emblem Pens.

We are prepared to supply the Parker Pen with the emblem of almost any of the more prominent orders. The cut shows the general style. The emblem is on solid (not plated) gold band. Makes a fine present for some secret order man. Price \$12.00 each for K. of P., K. of C., I. O. O. F., Elks, Blue Lodge Chapter, Shrine, Knight Temple (last two \$12.50), and others. Same design Rolled Gold, \$6.00.

The Parker Pen—Jointless

The Jointless Pen. Here is a pen that has found favor with many tens of thousands. There is NO SCREW NOZZLE. The pen is fitted into a rubber collar which has a finger extension, slightly curved. This curved finger is a Spring Lock with which to hold the collar and pen in place inside the barrel and to prevent its slipping into the barrel too far, a circular recess is cut on the inner surface of the barrel into which the Spring Lock slips and which securely holds the pen and collar.

The pen is prompt, efficient, simple, and clever. For lack of space only two numbers are shown, but it is also made in the \$3.00, \$4.00, \$5.00 and \$6.00 sizes.



No. 018. Jointless. No Screw Section. Price \$2.00.

End of barrel threaded or plain as desired. Has the regular Parker "Lucky Curve" and fully warranted, as all Parkers are.



No. 020. Jointless. Price \$2.50.

One size larger pen. A popular pen and a large seller. For other sizes, see above.

Full Length Safetys

Last year many of our friends asked us to make the Jack Knife Safety with full length barrel, on account of many customers who wished to carry them upright in the pocket and yet have the safety feature.

This we have now done; all of the regular safety styles may now be had with regular length barrels. Judging from the orders and re-orders, it would look as though there was a demand for this style pen that we had overlooked. Would suggest that you order some as a trial.



No. 20 Jack-Knife Safety, Long Barrel, Price \$2.50.



No. 23 1/2 Jack-Knife Safety, Chased, Long Barrel, Price \$3.00.
No. 24 (Not Illustrated) Price \$4.00.



No. 25 Jack-Knife Safety, Long Barrel, Price \$5.00.